

LEO BURNETT U.S.A.

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Ad No. 4187-2 - P&G (1987) - 30-30 - Rev. No. 4187 - Page 1-12 Brand - 10's & 15's Lights & Lights

Printed in U.S.A.

1987

Marlboro Country



The advertisement features a central illustration of a cowboy on a horse, set against a warm, golden-brown background. The cowboy is wearing a dark cowboy hat, a light-colored long-sleeved shirt, and dark chaps. He is riding a dark horse with a white tail and mane. The horse is in a dynamic pose, as if galloping or turning. In the foreground, two packs of Marlboro cigarettes are prominently displayed. The pack on the left is labeled 'Marlboro' and the one on the right is labeled 'Marlboro LIGHTS'. Both packs are shown in their characteristic red and white color scheme. Below the packs, the text 'Now available in the convenient 25's pack.' is visible. At the bottom left, a black box contains the Surgeon General's warning. At the bottom center, there is a line of text providing nicotine and tar content information. At the bottom right, there is a small copyright notice and a barcode.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Light: 10 mg. "tar," 0.7 mg. nicotine - Avg. 15 mg. "tar,"
1.0 mg. nicotine av. per cigarette. FTC Report Feb. 95.

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